

## CLAIMS

### What is claimed is:

1. A method, comprising:  
  
retrieving business object data from one or more database tables, the business object data including attribute data for one or more attributes of the business object;  
  
retrieving metadata from the business object data, the metadata including a name, a data type, and a value for each attribute of the business object data;  
  
constructing a generalized data structure for the attribute data using the metadata; and  
  
parsing the attribute data into the generalized data structure.
2. The method of claim 1, further comprising:  
  
receiving a request for business object data associated with a particular business object.
3. The method of claim 1, wherein retrieving business object data comprises retrieving opportunity header data and data for one or more opportunity listings.
4. The method of claim 3, wherein the business object data includes data related to a desired commercial transaction.
5. The method of claim 4, wherein the opportunity header data includes an opportunity type and an opportunity identifier.

6. The method of claim 4, wherein the data for one or more opportunity listings includes product data, the product data associated with a product to be obtained as a result of the desired commercial transaction.

7. The method of claim 4, wherein the data for one or more opportunity listings includes service data, the service data associated with a service to be obtained as a result of the desired commercial transaction.

8. The method of claim 3, wherein retrieving business object data comprises retrieving response data associated with the one or more opportunity listings.

9. The method of claim 8, wherein the response data includes a bid amount corresponding to one or the one or more opportunity listings.

10. The method of claim 1, wherein retrieving business object data from the one or more database tables includes executing one or more series query language statements according to a persistence layer implementation.

11. The method of claim 1, wherein the attribute data includes data for a first set of static attributes and a first set of dynamic attributes.

12. The method of claim 1, wherein the generalized data structure

conforms to extensible markup language (XML) format.

13. The method of claim 1, further comprising communicating the attribute data in the generalized data structure to an external application.

14. An article comprising a machine-readable medium storing instructions operable to cause one or more machines to perform operations comprising:

retrieving business object data from one or more database tables, the business object data including attribute data for one or more attributes of the business object;

retrieving metadata from the business object data, the metadata including a name, a data type, and a value for each attribute of the business object data;

constructing a generalized data structure for the attribute data using the metadata; and

parsing the attribute data into the generalized data structure.

15. The article of claim 14, further comprising:

receiving a request for business object data associated with a particular business object.

16. The article of claim 14, wherein retrieving business object data comprises retrieving opportunity header data and data for one or more opportunity listings.

17. The article of claim 16, wherein the business object data includes data

related to a desired commercial transaction.

18. The article of claim 17, wherein the opportunity header data includes an opportunity type and an opportunity identifier.

19. The article of claim 17, wherein the data for one or more opportunity listings includes product data, the product data associated with a product to be obtained as a result of the desired commercial transaction.

20. The article of claim 17, wherein the data for one or more opportunity listings includes service data, the service data associated with a service to be obtained as a result of the desired commercial transaction.

21. The article of claim 16, wherein retrieving business object data comprises retrieving response data associated with the one or more opportunity listings.

22. The article of claim 21, wherein the response data includes a bid amount corresponding to one of the one or more opportunity listings.

23. The article of claim 14, wherein retrieving business object data from the one or more database tables includes executing one or more series query language statements according to a persistence layer implementation.

24. The article of claim 14, wherein the attribute data includes data for a first set of static attributes and a first set of dynamic attributes.

25. The article of claim 14, wherein the generalized data structure conforms to extensible markup language (XML) format.

26. The method of claim 14, further comprising communicating the attribute data in the generalized data structure to an external application.

27. A system, comprising:

means for storing business object data for a plurality of business objects in one or more database tables;

means for retrieving particular business object data associated with a particular business object from the one or more database tables, the particular business object data including attribute data for one or more attributes of the particular business object;

means for retrieving metadata from the particular business object data, the metadata including a name, a data type, and a value for each attribute of the particular business object data;

means for constructing a generalized data structure for the attribute data using the metadata; and

means for parsing the attribute data into the generalized data structure.

28. The system of claim 27, further comprising:

means for identifying the particular business object.

29. The system of claim 27, wherein the means for retrieving business object data comprises means for retrieving opportunity header data and data for one or more opportunity listings.

30. The system of claim 29, wherein the means for retrieving business object data comprises means for retrieving response data associated with the one or more opportunity listings.

31. The system of claim 27, further comprising means for communicating the attribute data in the generalized data structure to an external application.

32. The system of claim 27, wherein the generalized data structure conforms to XML format.